

INVOICE



WSFA
12 East Delano Ave.
Montgomery, AL 36105
Main: (334) 288-1212
Billing: (334) 288-1212

www.wsfa.com

Billing Address:

SRH Media, Inc
Attention: Accounts Payable
2204 Countryside Drive
Silver Spring, MD 20905

Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1818909-2	10/01/17	October 2017	09/25/17 - 09/26/17

Property	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washingto	National

Advertiser	Product	Estimate Number
ISS/Senate Conservative Ac	SENATE CONSERV ACT	474

Flight Dates	Order #	Alt Order #
09/21/17 - 09/26/17	1818909	08817201

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2
		267

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	09/25/17	09/25/17	WSFA 12 News at Ten - MF	10-1035pm	1-----	:30	1	\$620.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$620.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	10:34 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	JG17100TH	\$620.00 NM
22	09/25/17	09/25/17	NBC Today with Kathie L ee	10-11am	1-----	:30	1	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	10:48 AM	NBC Today with Kathie Lee	10-11am	:30	JG17100TH	\$115.00 NM
23	09/25/17	09/25/17	ALABAMA LIVE @ 11A	11-1130Am	1-----	:30	1	\$70.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$70.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	11:32 AM	ALABAMA LIVE @ 11A	11-1130Am	:30	JG17100TH	\$70.00 NM
24	09/25/17	09/25/17	ALABAMA LIVE @ 1130 AM	1130A-12P	1-----	:30	1	\$70.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$70.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	11:56 AM	ALABAMA LIVE @ 1130AM	1130A-12P	:30	JG17100TH	\$70.00 NM
25	09/25/17	09/25/17	WSFA 12 News at Noon	12-1230pm	1-----	:30	1	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$225.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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Advertiser	Product	Estimate Number	
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www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																													
25	09/25/17	09/25/17	WSFA 12 News at Noon	12-1230pm	1-----	:30	1	\$225.00	NM																																													
<table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WSFA</td><td>M</td><td>09/25/17</td><td>12:28 PM</td><td>WSFA 12 News at Noon</td><td>12-1230pm</td><td>:30</td><td>JG17100TH</td><td>\$225.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WSFA	M	09/25/17	12:28 PM	WSFA 12 News at Noon	12-1230pm	:30	JG17100TH	\$225.00	NM																							
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																												
1	WSFA	M	09/25/17	12:28 PM	WSFA 12 News at Noon	12-1230pm	:30	JG17100TH	\$225.00	NM																																												
26	09/25/17	09/25/17	RIGHT THIS MINUTES	130-2p	1-----	:30	1	\$70.00	NM																																													
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Credited																																																						
27	09/25/17	09/25/17	JUDGE JUDY 2ND RUN	3-330p	1-----	:30	1	\$135.00	NM																																													
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1	WSFA	M	09/25/17	3:23 PM	JUDGE JUDY 2ND RUN	3-330p	:30	JG17100TH	\$135.00	NM																																												
28	09/25/17	09/25/17	JUDGE JUDY 1ST RUN	330-4p	1-----	:30	1	\$135.00	NM																																													
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1	WSFA	M	09/25/17	3:50 PM	JUDGE JUDY 1ST RUN	330-4p	:30	JG17100TH	\$135.00	NM																																												
30	09/25/17	09/25/17	WSFA 12 NEWS AT 4P M	M-F 4-430P	1-----	:30	1	\$135.00	NM																																													
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1	WSFA	M	09/25/17	4:22 PM	WSFA 12 NEWS AT 4PM	M-F 4-430P	:30	JG17100TH	\$135.00	NM																																												
31	09/25/17	09/25/17	Today in Alabama 430a m	430-5a	1-----	:30	1	\$20.00	NM																																													
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1	WSFA	M	09/25/17	4:40 AM	Today in Alabama 430am	430-5a	:30	JG17100TH	\$20.00	NM																																												
32	09/25/17	09/25/17	WSFA 12 NEWS AT 4P M	M-F 430-5P	1-----	:30	1	\$170.00	NM																																													
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33	09/25/17	09/25/17	Today in Alabama 5am	5-530a	1-----	:30	1	\$195.00	NM																																													
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33	09/25/17	09/25/17	Today in Alabama 5am	5-530a	1-----	:30	1	\$195.00	NM																																		
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1	WSFA	M	09/25/17	5:28 AM	Today in Alabama 5am	5-530a	:30	JG17100TH	\$195.00	NM																																	
34	09/25/17	09/25/17	WSFA 12 News at Five	5-530pm	1-----	:30	1	\$420.00	NM																																		
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	M	09/25/17	5:54 AM	Today in Alabama 530a	528am-6am	:30	JG17100TH	\$225.00	NM																																	
36	09/25/17	09/25/17	WSFA 12 News at Six - MF	6-630pm	1-----	:30	1	\$790.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>09/25/17</td><td>10/01/17</td><td>1-----</td><td>1</td><td>\$790.00</td></tr></table> <table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WSFA</td><td>M</td><td>09/25/17</td><td>6:16 PM</td><td>WSFA 12 News at Six - MF</td><td>6-630pm</td><td>:30</td><td>JG17100TH</td><td>\$790.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/25/17	10/01/17	1-----	1	\$790.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WSFA	M	09/25/17	6:16 PM	WSFA 12 News at Six - MF	6-630pm	:30	JG17100TH	\$790.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	09/25/17	10/01/17	1-----	1	\$790.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	M	09/25/17	6:16 PM	WSFA 12 News at Six - MF	6-630pm	:30	JG17100TH	\$790.00	NM																																	
37	09/25/17	09/25/17	Today In Alabama	6a-7a	1-----	:30	1	\$395.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>09/25/17</td><td>10/01/17</td><td>1-----</td><td>1</td><td>\$395.00</td></tr></table> <table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WSFA</td><td>M</td><td>09/25/17</td><td>6:29 AM</td><td>Today In Alabama</td><td>6a-7a</td><td>:30</td><td>JG17100TH</td><td>\$395.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/25/17	10/01/17	1-----	1	\$395.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WSFA	M	09/25/17	6:29 AM	Today In Alabama	6a-7a	:30	JG17100TH	\$395.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	09/25/17	10/01/17	1-----	1	\$395.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	M	09/25/17	6:29 AM	Today In Alabama	6a-7a	:30	JG17100TH	\$395.00	NM																																	
38	09/25/17	09/25/17	NBC Today Show	7-9am	1-----	:30	1	\$260.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>09/25/17</td><td>10/01/17</td><td>1-----</td><td>1</td><td>\$260.00</td></tr></table> <table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WSFA</td><td>M</td><td>09/25/17</td><td>8:40 AM</td><td>NBC Today Show</td><td>7-9am</td><td>:30</td><td>JG17100TH</td><td>\$260.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/25/17	10/01/17	1-----	1	\$260.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WSFA	M	09/25/17	8:40 AM	NBC Today Show	7-9am	:30	JG17100TH	\$260.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	09/25/17	10/01/17	1-----	1	\$260.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	M	09/25/17	8:40 AM	NBC Today Show	7-9am	:30	JG17100TH	\$260.00	NM																																	
39	09/25/17	09/25/17	NBC Today 2	9-10am	1-----	:30	1	\$115.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>09/25/17</td><td>10/01/17</td><td>1-----</td><td>1</td><td>\$115.00</td></tr></table> <table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WSFA</td><td>M</td><td>09/25/17</td><td>9:59 AM</td><td>NBC Today 2</td><td>9-10am</td><td>:30</td><td>JG17100TH</td><td>\$115.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/25/17	10/01/17	1-----	1	\$115.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WSFA	M	09/25/17	9:59 AM	NBC Today 2	9-10am	:30	JG17100TH	\$115.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	09/25/17	10/01/17	1-----	1	\$115.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	M	09/25/17	9:59 AM	NBC Today 2	9-10am	:30	JG17100TH	\$115.00	NM																																	
71	09/25/17	09/25/17	NET Early Today ON	4-430x	M-----	:30	1	\$10.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>09/25/17</td><td>10/01/17</td><td>M-----</td><td>1</td><td>\$10.00</td></tr></table> <table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WSFA</td><td>M</td><td>09/25/17</td><td>4:27 AM</td><td>NET Early Today ON</td><td>4-430x</td><td>:30</td><td>JG17100TH</td><td>\$10.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		09/25/17	10/01/17	M-----	1	\$10.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WSFA	M	09/25/17	4:27 AM	NET Early Today ON	4-430x	:30	JG17100TH	\$10.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	09/25/17	10/01/17	M-----	1	\$10.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	M	09/25/17	4:27 AM	NET Early Today ON	4-430x	:30	JG17100TH	\$10.00	NM																																	

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

INVOICE



Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1818909-2	10/01/17	October 2017	09/25/17 - 09/26/17
Advertiser	Product	Estimate Number	
ISS/Senate Conservative A	SENATE CONSERV ACT	474	

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
71	09/25/17	09/25/17	NET Early Today ON	4-430x	M-----	:30	1	\$10.00	NM
75	09/25/17	09/25/17	RIGHT THIS MINUTES	130-2p	M-----	:30	1	\$70.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 M----- 1 \$70.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA M 09/25/17 1:55 PM RIGHT THIS MINUTES 130-2p :30 JG17100TH \$70.00 NM									
78	09/26/17	09/26/17	Today In Alabama	6a-7a	-T-----	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 -T----- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA Tu 09/26/17 6:29 AM Today In Alabama 6a-7a :30 JG17100TH \$450.00 NM									
Total Spots							20		

Payment Terms 30 Days

<u>Gross Total</u>	\$4,625.00
<u>Agency Commission</u>	\$693.75
<u>Net Amount Due</u>	\$3,931.25

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